

Naval Postgraduate School  
Monterey, California



ANNOUNCEMENT FOR APPLICATIONS

**Systems Engineering & Management Program (SEM)  
An Executive Graduate Education Distance Learning Program**

Offered in partnership with MIT's "Educational Consortium for  
Product Development Leadership in the 21<sup>st</sup> Century" (PD21)

OPEN TO ALL QUALIFIED MILITARY OFFICERS, FEDERAL GOVERNMENT  
CIVILIANS AND A LIMITED NUMBER OF DEFENSE CONTRACTOR CIVILIANS.

**RECENT PROGRAM TESTIMONIALS**

Navy's SEM-PD21 program certified by Secretary of the Navy to Congress allowing  
contractor civilian participation,

"Our progress in privatizing acquisition has resulted in the migration of many activities once performed by Navy uniformed or civilian personnel to the private sector. It makes sense for Navy personnel and defense industry civilians to participate shoulder to shoulder in graduate studies focusing on improving Navy research, development, and acquisition cost, schedule, and performance. Such a program will greatly enhance the educational experience of both sets of students and will strengthen partnerships between the private and public sectors which is a critical element in our efforts to transform the Navy and Marine Corps acquisition and procurement process." (Letter to Chairman, Committee on Armed Services, March 9, 2001)

Recognized in Business 2.0, (December 2001) as one of the top, "Straight-to-the-Point  
Executive Education Courses" see <http://www.business2.com/articles/mag/0,1640,35099,FF.html>.

Letter to the President of MIT by the Honorable Mr. Hultin, Undersecretary of the  
Navy, (May 17, 2000),

"PD21 is aligned with our efforts to transform the Navy and Marine Corps acquisition and procurement process. This initiative fits nicely with our broader campaign entitled Revolution in Business Affairs (RBA), a strategic change initiative aimed at dramatically improving the way we acquire, deliver, maintain, deploy and operate the business side of our national defense institution. We fully expect that the graduates of PD21 will soon become significant leaders and change agents in our Revolution in Business Affairs and help reduce the acquisition life cycles and development times for new defense systems by a factor of two or more."

Comments from Commander, Naval Sea Systems Command, VADM Nanos, USN  
(May, 2000), at a meeting with the Undersecretary of the Navy,

"I intend to use the PD21 program as a major means to identify and begin to develop those employees in warfare centers who will assume major acquisition responsibilities in the Headquarters and PEO organizations as well as the Centers in the future."

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## Distance Education Executive Program

### COHORT 4: September 2003- September 2005

**ENTRY REQUIREMENTS:** To participate in the SEM-PD21 program, candidates must have the following credentials:

- An undergraduate degree in engineering or a related scientific or technical field degree with high academic achievement;
- At least five years experience directly related to product development. This experience must reflect continued growth and professional development. For candidates that hold a Masters degree, the experience requirement is reduced to three years.
- Sponsored by your command/company with senior leadership endorsement.

### PROGRAM INFORMATION

NPS and the PD21 consortium believe that this joint engineering & management degree is the best, unified curriculum available in systems engineering and end-to-end product development leadership education (see <http://ocl.nps.navy.mil/sem>). It also ideally aligns with Defense leadership vision for Defense transformation and acquisition excellence. All students who successfully complete the two-year distance-learning course of study will receive:

- ✓ **Degree:** Master of Science in Systems Engineering & Management or Master of Science in Product Development.
- ✓ **PD21 Certificate:** Certificate of Recognition from MIT.
- ✓ **DAU Equivalencies:** Defense Acquisition University (DAU) ACQ101, ACQ201, PMT250, SYS201 and SYS301 meeting DAWIA level III training requirements for the Systems Planning, Research, Development & Engineering (SPRDE) career field.

**ELECTIVE TRACKS:** Sponsors and students have great flexibility in designing their elective structure. Currently, there are four advertised elective tracks that when taken with the SEM-PD21 core/fundamental courses earn participating students additional certifications:

- ✓ **Systems Acquisition track (DAWIA):** sequence of elective courses that attain DAWIA Equivalency Certificate for DAU PMT352 meeting level III training requirements for the program management career field. Courses are a mix of VTE and Online courses.

- ✓ **Information Systems Operations (ISO) track:** sequence of four Online courses that lead to an additional Defense Information Systems Operations- Certificate of Accomplishment.
- ✓ **Advanced Systems Engineering (SE) track:** sequence of four courses that lead to an additional Defense Systems Engineering Integration- Certificate of Accomplishment.
- ✓ **Software Engineering (SWE) track:** sequence of four courses that lead to an additional Defense Software Engineering- Certificate of Accomplishment.

**Note:** To meet sponsor needs, other elective options can be arranged in coordination with the Navy's SEM-PD21 program office

## **SCHEDULE**

- September 15 through 26, 2003: Program two-week kick-off and orientation session at Naval Postgraduate School, Monterey, California. Orientation session includes program indoctrination, Silicon Valley Industry visit, start of first two core courses and participation in cohort 2 graduation events. Sponsor representatives are welcome to join.
- After the kickoff, students return to organization locations and take courses by video tele-education (VTE) and/or web-based education (WBE). Students should expect to take two four-unit courses and spend 8 hours a week in-class from quarters two through six. Students are light loaded first quarter because of kick-off. Similarly, during quarters 7 and 8 only one formal course is taken in conjunction with an independent thesis research block. Exact times will be determined during the kick-off but previous cohorts have requested all-day Friday courses; see SEM-PD21 cohort 4 curriculum lineup for sequence of courses.
- Students are expected to participate in 2-3 industry trips during the two-year course of study and a graduation ceremony at the completion of the program. There will also be occasional Systems Engineering & Product Development seminars for all SEM-PD21 students within their existing course of study.

## **TUITION**

Total ownership tuition price for students entering the two-year SEM-PD21 program in September 2003 is \$46,000 for military and federal government civilian employees and \$50,000 for Defense contractor civilian employees, payable according to the payment schedule provided below (or as negotiated with SEM-PD21 program office). Price discounts are offered to commands/companies sponsoring multiple students. This total ownership price includes all tuition, textbooks, course support materials and equipment (software, handouts, case studies, etc.), transportation and per diem for all campus/industry visits and distance learning bridging costs. Local commands must have ISDN dial up capability at 384 kbps and incur their own dial-up charges to the NPS communications bridge.

<b><u>Payment Schedule:</u></b>	<b>Government Officer/Fed Civilian</b>	<b>Defense Contractor Civilian</b>	<b>Due Date</b>
Registration and kickoff:	\$6K	\$6K	15 Aug 03
First year tuition/industry trips:	\$20K	\$22K	01 Nov 03
Second year tuition/graduation:	\$20K	\$22K	01 Nov 04

**Discount pricing for multiple sponsored students:** An incremental price discount (5% for 2; 10% for 3; 15% for 4; and 20% for 5 or more students) will be applied to the total tuition price

for organizations that sponsor two or more students. An updated payment schedule will be provided to each sponsoring command/company after their total number of students are selected and accepted into the program.

### **APPLICATION DEADLINES**

- August 15, 2003: the SEM-PD21 program office must receive all completed applications (contact your organizational representative for earlier internal deadlines). Applications are located on the SEM-PD21 website at <http://ocl.nps.navy.mil/sem/apply.htm>. Applications will be reviewed on a first come first serve basis. Late applications will be reviewed on a case-by-case basis dependent upon seat availability but no later than September 10, 2003. Maximum enrollment is 25 students (20 military officer/federal government civilians and 5 defense contractor civilians).

### **FOR MORE INFORMATION AND APPLICATION PROCEDURES**

Call or write one of the following or visit our website at <http://ocl.nps.navy.mil/sem>

Naval Postgraduate School  
Meyer Institute of Systems Engineering  
SEM-PD21 Program Office, Mail Code 97, Room 100D  
777 Dyer Road  
Monterey, CA 93943  
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#### **Attention:**

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